

Allow me to use a literary reference to illustrate one of the invisible costs of unsolicited marketing. Allow me to tell you about the poet Samuel Coleridge.

Many people are aware of the works of Coleridge, including what is arguably his most potent and famous piece, "Kubla Khan". This poem came to him as a vision, rich and full. He stirred from the reverie of the vision and began to transcribe it into verse. It was during this transcription that he was interrupted by an unsolicited salesman at his door. By the time he dismissed the salesman, the vision had dissipated and the remainder of the poem was lost to us forever.

This is merely a single, recorded moment of what is lost by these unwanted intrusions into our lives. How much more is lost invisibly every day, by countless people? How much time wasted, how much frustration evoked, how much peace lost? And all this for the sake of some potential profit made by people who, for whatever reasons, cannot or will not avail themselves of the plentiful advertising mediums already open to them.

Peace, sanctity, dignity, these all come with values far greater than any profit that stands to be made by this invasive and undignified process known as telemarketing. I look forward with hope to a time when this rough practice is properly restrained.